

LIFE COACHING STATISTICS

Reach your goals AND your full potential.
Maximize productivity, balance and fulfillment in ALL areas of your life.

The International Coach Federation surveyed 210 coaching clients for demographic data and feedback/opinions about the value and use of coaching. Of these respondents, 197 were employed professionals. All had a formal, ongoing relationship with a coach with an average duration of 9 months. Over 80% of the respondents had undergraduate degrees and over a third had Master's degrees or higher.

The value of the coaching investment (conclusively) was 70% "very valuable" and 28.5% "valuable".

The Main Role of a Coach:

84.8% Sounding Board
78.1% Motivator
56.7% Friend
50.5% Mentor
46.7% Business Consultant
41.0% Teacher

Typical Issues:

84.5% time management
74.3% career guidance
73.8% business advice
58.6% relationship/family issues
51.9% physical/wellness issues
45.2% personal issues
39.5% goal-setting
38.1% financial guidance
11.0% creativity

Outcomes Attributed to Coaching:

~ 67.6% higher level of self-awareness
~ 62.4% smarter goal-setting
~ 60.5% more balanced life
~ 57.1% lower stress levels
~ 52.9% self-discovery
~ 52.4% more self-confidence
~ 43.3% improvement in quality of life
~ 39.5% enhanced communication skills
~ 35.7% project completion
~ 33.8% health or fitness improvement
~ 33.3% better relationship with staff
~ 33.3% better family relationships
~ 31.9% increased energy
~ 31.9% more fun
~ 25.7% more income
~ 25.7% stopped a bad habit
~ 24.3% change in career
~ 22.9% more free time

The survey was conducted by Amy Watson, Principal, PROfusion Public Relations, with survey design assistance by Jackie Rieves Watson, Ph.D., professor of Management and Statistics, Amber University.



Coaching helped me to see more clearly how God was at work in my life. I am thankful for the new perspectives I gained through coaching. It's made a real difference in the amount of peace and joy I feel in my daily life.

~Educator/Texas

The questions and discussion helped me to see new possibilities and see the type of thinking that was hindering my progress.

~M.L./Alabama

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